

The Analysis of Text Printed in Advertisement

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Abstract

The most important component of a language is the functional component, namely meaning creation. Advertisement is a product of marketing process where its process of communication is built interestingly and therefore it is also very interesting to observe the use of language in it. This study focuses on identifying gender ideology and image construction in printed advertisement. The method used is descriptive qualitative. The result shows that every text has a character and its own way in delivering the image of gender, and based on the text analysis, two categories of ideology which core the image of gender are finally revealed; they are sexist and women and men degrees.

Keywords: Text analysis, Construction of meaning

INTRODUCTION

Construction is the most general sense in linguistics. It refers to the overall process of internal organization of a grammatical unit - a sentence (Crystal, 1997). Text in this research is comprehended as a functional unit of language, whose function is as a tool to interact in a social environment (Sinar, 2008). This textual construction is connected with the arrangement or the structure units of language that can create meaning in social interaction. Through an analysis of a textual construction, we can know the value or the point in a text entirely by seeing the cohesion and coherence of a text with another text, especially the function as a tool of social interaction.

In linguistics, textual construction that includes creating and meaning connection (Halliday and Hasan, 1992) has some approaches; Critical Discourse Analysis and Systemic Functional Linguistics.

In the last approach or known as systemic functional linguistics, is a

linguistics feature that analyzes the verbal text.

Printed advertisement aims not only for marketing purposes but also for mass communication. It is really potential to help reach the goal of marketing as well as the profit (Goddard, 1998).

Through the message contained in advertisement, people save in their mind the image of an ideal woman; a woman with white skin, soft, gentle, silky hair, slim, a woman who cooks for her husband, washes her husband jeans or her child's dirty clothes, or an image of an ideal man with perfect six-packed stomach, consuming cigarette, driving motorbike, using perfume, or a man who really loves his wife so much (after the changing performance of his wife). All of those images will refer to an issue of gender about the characters of the men and women in their social environment. Image of gender is not genetically innate, but is more acquired through social interaction (Basow, 1992).

From the above explanations, we know how the construction of linguistics

features conveys meaning about gender and builds the gender constructing in society. Therefore, this research is aimed to identify how the linguistics features constructs gender image on printed advertisement.

THEORETICAL FRAMEWORK

Systemic Functional Linguistics

Systemic functional linguistics is one kind of linguistics discipline which introduces a theory called "systemic theory". Sinar (2008) indicates that "systemic theory views language as a part of social phenomenon. Things related to systemic theory of language are function, system, meaning, social semiotic, and context.

Language as function relates to the use of language for social interaction. The language is organized well to make interactions successful; that is how ideas in the language form can be comprehended by other people in a social environment (Sinar, 2008, p.19).

The function of language is to create meaning, so that the most important component from a language is the functional components in creating meaning. There are three basic components in creating meaning; ideational, interpersonal, and textual component. Ideational component relates to how the language users comprehend the social environment. Interpersonal component connects with how language is used in social interaction. While, textual component deals with language interpretation in its function as a message (Sinar, 2008). As a system, language--with others social system--works together in creating meaning (Halliday & Hasan, 1992). System of meaning within a language or semantic is not only comprehended literally, but also entirely as a system of a language itself. Semantic system is realized through the words and grammatical structure in a process of arranging ideas in human mind. In this process, words and grammatical elements

integrate naturally with the referred meaning and then produce utterances and text (Sinar, 2008).

Language as a social semiotic is language as a meaning system (Halliday and Hasan, 1992). Social semiotic views signs in an expand definition. It is as a sign system that has a relationship with a meaning in a culture. Consequently, language in social semiotic acquires meaning through social interaction; is connected with social context, and also for the sake of social objective (Halliday and Hasan, 1992).

Description of Gender

The term of gender is something which is far from biological term about men and women. Gender is not equivalent with sex, but it is rather a character acquired based on sex. This has become the reason why sex is closely related to someone's behavior associated with gender. Men and women are terms related to sex while masculine and feminine are the ones related to gender (Goddard, 2000).

The earliest researches about sex differences provide a strong basis for a faith in a social act which is natural for men and women. These social acts are called "gender" (Basow, 1992). Goddad and Patterson (2000, p. 38) illustrate gender as "it is 'only natural' that Jane should like babies and Jim should like football. Jane is 'naturally' better than Jim at ironing, Jim is 'naturally' better than Jane at building cupboards. And 'it's only natural' that they should together, of course".

Gender issues are affected by social interaction in society; therefore such issues develop differently in a certain society and are affected by times (Young and Fitzgerald, 2006). The gender issues become important especially for feminism. It is because of the power which dominates one sexual background to another, for instance: men dominate women (Mills, 1997).

Cited in Sarwono (2002), Maccoby and Jacklin (1974) find some thought about sex characteristics which are not appropriate with facts: (1) women are more social than men, in facts based on research, men possess equal interest just like women in social situation; (2) women are more easily affected, while there is fact that women can be easily affected; (3) men are more highly analytical than women, while the facts indicate that men and women have equal logical intelligent, although men are proven to have more spatial intelligence. It is concluded that gender cannot be affected by biologic factor, but rather by the result of social construction. In other words, gender is not innate, but resulted from socialization. Socialization grows from social agents, such as family, play groups, school, and mass media (Basow, 1992).

Mass media as one of the agent constructions in social gender use language as its construction tool. Mass media text has its own structure in constructing gender. An analysis to a media content shows two basic ideologies which explain, describe, and accept certain behaviors based on gender; the first is sexist that views men's degree is higher than women's; and the second is non-sexist that views men and women are equal in social environment.

Description of Advertisement

Advertisement is a product of marketing process where its process of communication is built interestingly. The way to do it is through combining some cultural message where the advertisement is produced. This message will then have functions as: (1) a tool to construct the cultural value; (2) a reflection of powerful group value which produce it; and (3) a reflection of a culture (Goddard, 1998).

One sample media used in advertisement to advertise products is printed text. Text structure in a printed text consists of verbal text, visual text, and the combination of both.

RESEARCH METHODOLOGY

Method

This is a descriptive qualitative research aimed at identifying gender ideology and image construction in printed advertisement. The object of this research was printed advertisement texts published in international circulation by Men's Health Indonesia, Vol II No. 3, March edition, 2009; and Female Indonesia, July edition, 2009.

Instrument

The instrument of this research was printed advertisement texts published in international circulation by Men's Health Indonesia, Vol II No. 3, March edition, 2009; and Female Indonesia, July edition, 2009. The printed texts were:

Data 1: Female Magazine: female: Indonesia's Announcemnting fashion & beauty magazine

Data 2: Text printed Female Magazine: 55+ FASHION ESSENTIALS FOR THIS SEASON: Holiday Wardrobe, Leather Goods, One Shoulder, Empowerment Dress, and more!

Data 3: Text printed Men's Health Magazine: Men's Health, ACTIVE MODERN MEN

Data Analysis

What was analyzed in this present research was mainly the verbal text printed and meanings in the text. These were done by analyzing the meta-function component of the text and the ideology of the text.

FINDINGS AND DISCUSSIONS

Findings

To describe the data in this research, the writer firstly started with classifying the text based on the structure of printed text proposed by Yuen (2004) and labeling its meta-function components. After that, the text was analyzed based on

the label. The followings are the data description and data analysis findings:

Data 1: printed text from Female Magazine:

Female: Indonesia's Announceminting fashion & beauty magazine (1)

female	(is)	Indonesia's Announceminting fashion & beauty magazine
Carrier	Process: Relational: Attributive	Attribute
Mood		Residue
Theme	Rheme	

Data 2: printed text from Female Magazine:

55+ FASHION ESSENTIALS FOR THIS SEASON: Holiday Wardrobe, Leather Goods, One Shoulder, Empowerment Dress, and more! (2)

55+	FASHION ESSENTIALS FOR THIS SEASON	Holiday Wardrobe, Leather Goods, One Shoulder, Empowerment Dress, and more!
Carrier	Attribute	Circumstance: Matter
Mood	Residue	
Theme	Rheme	

Data 3: printed text from Men's Health Magazine:

Men's Health, ACTIVE MODERN MEN (3)

Men's Health	(is)	ACTIVE MODERN MEN
Carrier	Process: Relational: Attributive	Attribute
Mood		Residue
Theme	Rheme	

After classifying the text based on the type, these three texts qualified the basic structure of printed text as proposed by Yuen (2004). The followings were the printed text image construction of gender and ideology:

- a) Based on the analysis of the meta-function component from the verbal text, there was no construction which led to the common form to deliver the image of gender. This shows that every text has character and its own way in delivering the image of gender. The analysis of meta-function is delivered by ideational and textual meta-function.

- b) Based on the text analysis, an ideology which cored the image of gender in a text printed was revealed. This ideology was classified into two categories; sexist, and the ideology based on women and men degrees. In the Female and Men's Health Magazine found the sexist ideology.

CONCLUSIONS

The conclusions of this research are:

1. Based on the analysis on the meta-function component of the verbal text, there were no constructions which lead to the common form to

deliver the image of gender. This shows that every text has character and its own way in delivering the image of gender.

2. Based on the text analysis, an ideology which cored the image of gender in the printed text was finally revealed. This ideology was classified into two categories; sexist, and the ideology based on women's and men's degrees. In the Female and Men's Health Magazine found the sexist ideology.

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